



81st Annual Midsummer Festival

SATURDAY, JUNE 21, 1975
ALL DAY



SVEADAL
Uvas Canyon, Santa Clara County

Given under the auspices of
**Swedish
American
Patriotic
League**



Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

wishes one and all a Happy Midsummer

with sincere appreciation to the many committees and
friends for their support and efforts to make this festival
an outstanding success

CARL MATTMAN

President, San Francisco

MAY RENDLEMAN

President, Oakland

*Wishing you a
Happy Midsummer*

THE YARBERRY FAMILY

Queen Joyce

John — Mildred — Brian

Sincere Appreciation

to all who helped

Yesteryear and today

GLAD MIDSOMMAR

CARL MATTMAN

President

Swedish American Patriotic League

Happy Midsummer

from

When you travel
to Europe fly



via Seattle
Los Angeles
New York or
Chicago

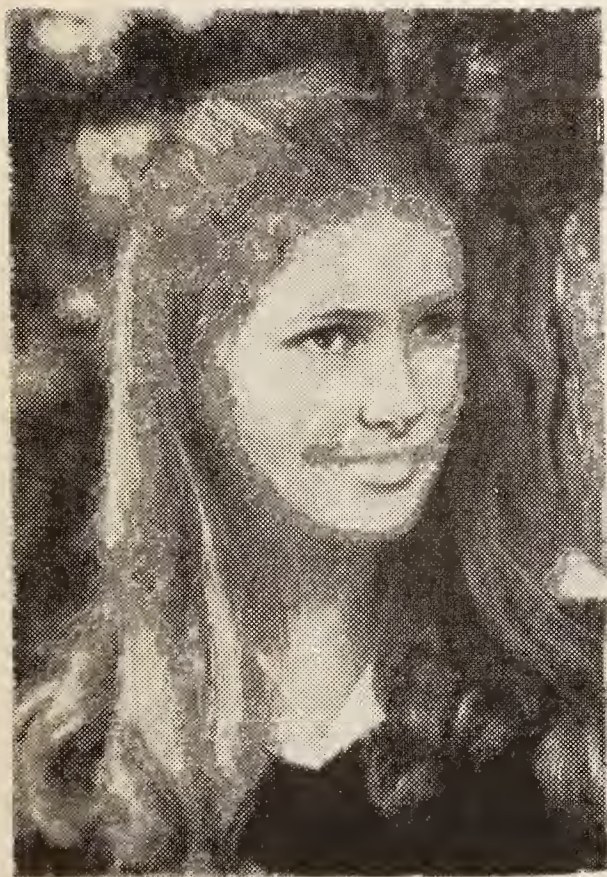
130 Post Street, San Francisco

(800) 252-0161

GLAD MIDSOMMAR



JOYCE YARBERRY
Midsummer Queen



MARY SWANSON
Svea



ALICE BRODERICK
Columbia

Midsummer Greetings from
TEGNÉR LODGE No. 149, V.O.A.

Meets first Wednesday 8 P.M.

Jenny Lind Hall

2267 Telegraph Avenue, Oakland

JOHN E. PETERSON, *Chairman*
SUZANNE NAHLIN, *Secretary*



***The Golden Gate
District Lodges***

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of twenty local lodges in San Francisco, Oakland, Berkeley, San Leandro, Concord, Stockton, Modesto, Turlock, Fresno, San Jose Palo Alto, San Mateo, Petaluma, Sacramento, Yuba City, Paradise, Eureka, Redding South Lake Tahoe and Reno extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

ANNA CLAWSON
District Master

MARGARET LINN
District Secretary

**Happy
M I D S U M M E R**



Best wishes for a successful
**81st ANNUAL
MIDSUMMER FESTIVAL**

FYLGIA LODGE No. 119
Vasa Order of America



**The Color Guard here today
is part of
Fylgia's Drill Team**

Ann Larson
Chairman

S. William Sjodahl
Secretary

MIDSUMMER GREETINGS

Tor Lodge No. 537, V.O.A.
San Francisco

*Meets Second Friday in each month at
Swedish-American Hall, 2174 Market St.*

ELLEN SANDBERG, *Chairman*
IVAR HOLMGREN, *Secretary*

The Woolery

(classes available)

- Handweaving
- Knitting
- Carding & Spinning
- Macrame



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4252 Piedmont Ave. Oakland,
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Midsummer Greetings

Celebrate

THE CENTENNIAL

of the

SWEDISH SOCIETY
of San Francisco

Pioneers of Fraternalism
in the Bay Area

Banquet

Sunday, October 19, 1975
at 3 p.m.

Swedish American Hall
\$7.50 per cover

Mail your reservation with check to
SWEDISH SOCIETY OF SAN FRANCISCO
2174 Market Street, San Francisco, CA 94114
Before October 10, 1975

SVEA GLEE CLUB of OAKLAND

*Meets every Tuesday at Dovre Hall
in San Francisco.*

NEW MEMBERS WELCOME!

WALTER MATTSON, President

REUBEN ANDERSON, Secretary

3929 Lyman Road
Oakland, Calif. 94602

THE SWEDISH SINGING SOCIETY **OF SAN FRANCISCO**

Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, President

EDWIN PETERSON, Secretary



- **CARL MATTMAN**
President, SAPL, San Francisco



*Glad
Midsummer*

Vestkusten
(THE WEST COAST)

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P R O G R A M

Chairman of the Day - - - - - CARL MATTMAN
President, SAPL, San Francisco

Vice Chairman of the Day - - - - - BRUCE FEIST
Past President, SAPL, Oakland

MAIDS OF HONOR *

Lynn Mattman, Jo Ann Eriksson, Karen Ferrari, Julie Erikson, Sandra Gustafson,
Elaine Wickholm, Christy Anderson, Janet Shireman, Kari Harvey, Shirley Stramberg,
Wendi Ross, Marie Woinski.

CROWN BEARER, Erik Yarberry

TRAIN BEARERS, Erik Juul, Mark Carlson

4:00 P.M. ON THE LAWN

RAISING OF MAYPOLE AND PROCESSION

Fylgia Color Guard, Tegner Children's Club, Maids of Honor,
Svea, Columbia, Crown Bearers, the Midsummer Queen.

FLAG SALUTE TO THE QUEEN

Kurt Talbot, *Drummer* — Erik Svenson, *Trumpeter*
Star Spangled Banner — Du Gamla Du Fria — *In Unison*

WELCOME AND CROWNING OF THE QUEEN

Carl Mattman, *President, SAPL, San Francisco*

DUET FOR TRUMPETS

Erik Svenson — Gary Ullom

PRESENTATION OF SVEA

Tom Juul, *Vice President, SAPL, San Francisco*

PRESENTATION OF COLUMBIA

Bruce Feist, *Past President, SAPL, Oakland*

SWEDISH SONGS AND DANCES

Tegner Children's Club

Astri Feist, *Supervisor* — Irene Bryggman, *Director*

Svea Youth Club — Alicia Axelson, Birgitta Foster, *Directors*

GREETINGS FROM SWEDEN

Hans Sköld, *Consul General of Sweden*

* Names sent in at press time



"Ensemble International"

PRESENTATION OF THE QUEEN'S COURT

Gladys Peterson, *Chairman, Sveadal Board of Governors*

ENTERTAINMENT

"REGARDS FROM BROADWAY"

The Young Vibrations from San Jose Music Theatre

PROCESSION TO THE DANCE FLOOR

RAISING OF MAYPOLE

THE MIDSUMMER QUEEN'S DANCE

PUBLIC DANCING

Music — Souza and Talbot

7 and 8 P.M. — FOLK DANCES

"Ensemble International" — Ned and Marian Gault, *Directors*

DRAWING FOR GATE PRIZES

Mr. and Mrs. Ernest Ferrari, *Co- Chairmen*

DANCING TO 1:00 A.M.

Music — "The Rythme Kings"

All Afternoon. Snack bar open below clubhouse. (Closed during program)

After Program (Appr. 5:00 p.m.) Buffet Dinner served in clubhouse

GLAD MIDSOMMAR

to all our friends

Ken Wickholm and Family

STROM & SMITH INC.

LIGHTING FIXTURES



1077 Valencia Street
San Francisco

647-8750

Midsummer Greetings

Eureka Valley Meat Market

AFFOLTER BROS

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Phone 621-4100

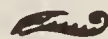
USDA choice meat, aged to perfection

Swedish Potato Sausages
all year round

Hams — Poultry

Imported and domestic cheeses

Glad Midsommar



Hugo och Evelyn Olsson

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

STAN MICKELSEN, *President*

ALBERT CARLSON, *Secretary*
534-7622

For membership information contact
above officers.

Now is the time to join the
East Bay's oldest and most
progressive Society.
Financially sound.

SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization
Meetings 2nd Thursday at Noon

THELMA SOLOMON, *President*
ALICE O'CONNELL, *Secretary*

SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization
Meetings first Tuesday every month at
Jenny Lind Hall

President — MAY RENDLEMAN
Secretary — BERTHA BECHTLE



MIDSUMMER GREETINGS

**Young Scandinavians
Club**

2174 Market Street, San Francisco

PARTIES — CAMPING TRIPS
SKIING — PICNICS — HIKING

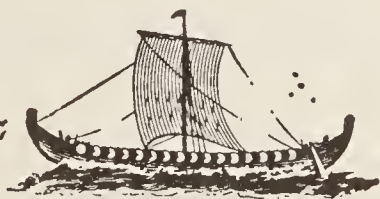
Ben Bylander, President
Sylvia Berggren, Secretary

**Swedish Relief Society
of San Francisco**

Meetings held at Noon on first Monday every
month at Swedish American Hall.
Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON



Phone 861-9913

Scandinavian Delicatessen

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2251 Market Street
San Francisco, Calif. 94114

Ernst Meyer, Prop.

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önskas en

GLAD MIDSOMMAR

RUDY

Wishing you

a most happy

Midsummer



George N. Frykberg

AXEL V. JOHNSON

San Mateo Investment Co.

REAL ESTATE AND INSURANCE

4100 El Camino Real

San Mateo

Phone: 349-2121

Midsummer Greetings

from

Eva & Oscar F. Person

Wishing you a
Colorful

MIDSUMMER



ROY ANDERSON PAINT CO.

"With stores serving"

San Francisco — San Rafael

962 Battery Street, (Cor. Green)

San Francisco

Midsummer Greetings

from

Vera and John Nelson

Wishing you a happy

MIDSUMMER

DICK'S CAFE

290 Sanchez Street, San Francisco



COCKTAILS

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Midsummer Greetings

from

Carl W. Swenson

Erik Mark Kjell

SAY IT WITH FLOWERS . . .

**CASTRO FLOWER
SHOP**

489 Castro Street, near 18th

San Francisco

Telephone: UNDERhill 1-7885

Don't miss it

Go Western



Yippie Yeah!
Sveadal or Bust!

You are invited to
SVEADAL CLUB'S

'Booths & Saddles Night'

Saturday, August 9th, 1975

in Sveadal's Main Corral

Dress Western

Slake your thirst

Loosen you cinch

Dine at the chuck wagon

Tighten your boots

Point your wagon tongue west

And dance til the morning star

Ask Dennis Severson about it all.



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Midsummer Greetings

Enjoy

SVEADAL

this summer

**Your own Recreation Park
in Uvas Canyon,
Santa Clara County**

**SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND**

CALENDAR OF EVENTS

July 4, 5 and 6 Tennis Tournament

**July 26—49th Anniversary of
of Sveadal**

**August 31—Aqcuacade and
Swim Meet**

Greetings and best wishes for a

Happy Midsummer

from

Mrs. Reno F. Anderson

Mr. and Mrs. Reno C. T. Anderson

C. A. ANDERSON FUNERAL PARLORS
